Member (Brokers Only) Instructions for Zillow Rental Opt -in

This document outlines the custom workflow for Bay East Association of REALTORS®members (Brokers Only) to include Residential Lease properties from their brokerage to display on Zillow.com

Steps to complete the Opt -In agreement.

- 1. Login to Paragon on <u>www.bayeast.org</u> upper right hand corner, click on Paragon MLS
- 2. Under the Resource Tab, Listing Syndication, click Zillow Rental Opt-In
- 3. Once logged in, click "Create a new agreement"

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Create a new agreement	View existing or waiting agreements
If you'd like to execute an agreement with your data provider or a software vendor in your market, click below	If you want to review your existing agreements, or see all the agreements the are waiting for you to complete, click below
Create new agreement	View existing agreements

4. Locate the Zillow Opt-In and agree to the terms.

This will automatically add all Residential Lease properties assigned to your brokerage. It could take a few hours for your listings to display on Zillow.

If you have questions, please contact our Support line at 925.730.7100 or email mlsservices@bayeast.org